

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

JUNE 18-24, 1984 2

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	Share %	%				Duration	Day			Households (000)	Share %	%		
EVENING																			
A TEAM	8:00	60	TUE.	N	13,240	15.8	31	210	99	LOVE BOAT	9:00	60	SAT.	A	10,890	13.0	25	202	99
ABC BUSINESS BRIEF-WED	8:58	01	WED.	A	11,150	13.3	25	197	95	MAGNUM, P.I.	8:00	60	THU.	C	11,310	13.5	28	206	99
ABC BUSINESS BRIEF-FRI	8:41	01	FRI.	A	9,800	11.7	25	200	99	MAMA MALONE	8:00	30	SAT.	C	3,600	4.3	10	195	97
ABC MONDAY NIGHT BSBL-PRE	8:00	15	MON.	A	7,460	8.9	18	201	99	MAMA'S FAMILY	9:00	30	SAT.	N	8,970	10.7	21	196	98
ABC MONDAY NIGHT BASEBALL	8:15	184	MON.	A	9,720	11.6	20	201	99	MASTER	8:00	60	FRI.	N	6,960	8.3	18	183	91
ABC NEWSBRIEF-M-F	VAR	01	M-F	A	9,130	10.9	20	190	96	MATT HOUSTON	10:00	60	FRI.	A	11,900	14.2	28	199	98
ABC NEWSBRIEF-SAT.	9:58	01	SAT.	A	11,400	13.6	26	204	99	MR. SUCCESS(S)	9:30	30	SAT.	N	6,450	7.7	15	192	97
ABC NEWSBRIEF-SUN.	10:02	01	SUN.	A	9,550	11.4	20	203	99	MOVIE OF THE WEEK-FRIDAY	9:00	120	FRI.	N	7,790	9.3	18	173	90
ABC SPORTS UPDATE-SAT	8:58	01	SAT.	A	9,550	11.4	24	202	97	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	10,890	13.0	22	198	98
ABC SPORTS UPDATE-SUN	8:58	01	SUN.	A	10,730	12.8	24	202	99	NBC NEWS DIGEST-M-F	8:58	01	M-F	N	8,460	10.1	19	176	87
ABC WEDNESDAY NIGHT MOVIE	9:00	120	WED.	A	11,150	13.3	24	202	99	NBC NEWS DIGEST-2-M-F	VAR	01	MWF	N	8,130	9.7	17	179	91
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	6,960	8.3	19	206	99	NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	7,790	9.3	19	173	89
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	4,690	5.6	14	159	85	NBC NEWS DIGEST-SUN	8:58	01	SUN.	N	9,550	11.4	21	178	86
ALICE	9:30	30	SUN.	C	13,910	16.6	29	197	98	NBC NEWS DIGEST-2-SUN.	9:51	01	SUN.	N	11,900	14.2	25	182	90
AMERICAN JR. MISS PAGEANT(S)	8:00	60	WED.	C	7,960	9.5	19	202	99	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,870	7.0	18	168	91
BENSON	8:00	30	FRI.	A	9,890	11.8	27	201	98	NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	5,450	6.5	16	165	87
BLUE THUNDER	9:00	60	FRI.	A	9,800	11.7	23	198	98	NBC NIGHTLY NEWS	6:30	30	M-F	N	7,710	9.2	21	204	99
CAGNEY & LACEY	10:00	60	MON.	C	16,170	19.3	33	203	99	NBC SUNDAY NIGHT MOVIE	9:00	120	SUN.	N	14,580	17.4	31	198	98
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	8,630	10.3	23	203	99	NEWSBREAK-M-F	VAR	01	M-F	C	8,630	10.3	20	187	92
CBS EVENING NEWS-DEAN	6:00	30	SUN.	C	5,280	6.3	16	182	91	NEWSBREAK-SAT.	9:12	02	SAT.	C	7,960	9.5	19	193	94
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,280	6.3	16	167	89	NEWSBREAK-SUN.	8:58	01	SUN.	C	8,970	10.7	20	199	99
CBS SATURDAY NIGHT MOVIE	8:30	150	SAT.	C	9,130	10.9	22	197	98	NIGHT COURT	9:30	30	THU.	N	11,820	14.1	25	201	99
CBS TUESDAY NIGHT MOVIES	8:00	180	TUE.	C	9,890	11.8	21	199	98	ONE DAY AT A TIME	9:00	60	MON.	C	14,410	17.2	29	199	99
CBS WEDNESDAY NIGHT MOVIE	9:00	120	WED.	C	9,970	11.9	22	191	94	REAL PEOPLE	8:00	60	WED.	N	7,460	8.9	18	200	98
CHEERS	9:00	30	THU.	N	12,070	14.4	26	207	99	REMINGTON STEELE	10:00	60	TUE.	N	11,310	13.5	24	200	97
DALLAS	9:00	60	FRI.	C	9,300	11.1	22	203	99	RIPTIDE	9:00	60	TUE.	N	12,820	15.3	27	199	99
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	9,390	11.2	25	200	95	RIPLEY'S BELIEVE IT-NOT	7:00	60	SUN.	A	8,130	9.7	21	187	96
DUCK FACTORY	9:30	30	WED.	N	7,960	9.5	17	196	93	ROUSTERS	10:00	60	SAT.	N	7,210	8.6	17	191	97
DUKES OF HAZZARD	8:00	60	FRI.	C	7,040	8.4	18	198	97	ST. ELSEWHERE	10:00	60	WED.	N	8,800	10.5	19	207	99
FACTS OF LIFE	9:00	30	WED.	N	10,890	13.0	24	198	97	SCARECROW & MRS. KING	8:00	60	MON.	C	11,560	13.8	26	200	99
FALCON CREST	10:00	60	FRI.	C	7,540	9.0	17	202	99	SILVER SPOONS	8:30	30	SAT.	N	9,390	11.2	24	200	97
FALL GUY	8:00	60	WED.	A	10,140	12.1	24	199	96	SIMON & SIMON	9:00	60	THU.	C	14,250	17.0	31	206	99
FAMILY TIES	8:30	30	THU.	N	11,230	13.4	26	206	99	60 MINUTES	7:00	60	SUN.	C	12,820	15.3	33	206	99
FANTASY ISLAND	10:00	60	SAT.	A	9,970	11.9	24	203	98	T.J. HOOKER	8:00	60	SAT.	A	9,050	10.8	23	203	97
FOUR SEASONS	8:00	60	SUN.	C	7,630	9.1	18	200	98	TV BLOOPERS & PRAC. JOKES	8:00	60	MON.	N	11,230	13.4	25	206	99
FOUL UPS, BLEEPERS-BLUNDERS	8:00	30	TUE.	A	7,790	9.3	19	185	95	THREE'S COMPANY	8:30	30	TUE.	A	7,960	9.5	18	186	96
GIMME A BREAK	8:00	30	THU.	N	9,720	11.6	25	195	98	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	13,910	16.6	30	201	99
HARDCASTLE & MCCORMICK	8:00	60	SUN.	A	11,230	13.4	26	203	99	20/20	10:00	60	THU.	A	11,650	13.9	26	201	99
HART TO HART	10:00	60	TUE.	A	10,810	12.9	23	196	97	U.S. OLYMPIC TRIALS(S)	8:00	120	THU.	A	6,200	7.4	14	201	99
HE MAKES ME FEEL-DANCING(S)	7:00	60	SUN.	N	2,930	3.5	8	149	87	U.S. OLYMPIC TRIALS-SUN(S)	9:00	120	SUN.	A	9,050	10.8	19	204	99
HILL STREET BLUES	10:00	60	THU.	N	13,320	15.9	29	214	99	WEBSTER	8:30	30	FRI.	A	9,800	11.7	25	202	99
HOTEL	9:00	60	TUE.	A	8,460	10.1	18	197	98	NUMBER OF PROGRAMS	86								
JEFFERSONS	9:00	30	SUN.	C	12,740	15.2	27	199	98										
KNIGHT RIDER	8:00	60	SUN.	N	8,720	10.4	20	199	97										
KNOTS LANDING	10:00	60	THU.	C	8,970	10.7	20	202	97										

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

JUNE 18-24, 1984 4

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.			
					Households (000)	Share %							Households (000)	Share %					
LATE FRINGE																			
ABC NEWS:NIGHTLINE-MON	11:51	31	MON.	A	3,520	4.2	13	195	97	NBC NEWS DIGEST-DAYTIME	2:57	01	MWF	N	4,020	4.8	16	200	99
ABC NEWS:NIGHTLINE	11:30	VAR	TU-F	A	4,020	4.8	14	191	96	NEWSBREAK-11.57	11:57	02	M-F	C	7,210	8.6	32	182	89
ABC NEWS:NIGHTLINE-TUE(B)	12:00	52	TUE.	A	2,350	2.8	11	197	98	NEWSBREAK-3.57	3:57	02	M-F	C	5,200	6.2	19	190	95
ABC ROCKS	12:00	32	FRI.	A	1,260	1.5	5	146	78	ONE LIFE TO LIVE	2:00	60	M-F	A	5,700	6.8	23	201	98
ABC WEEKEND REPORT-SAT.	11:00	15	SAT.	A	3,180	3.8	9	165	87	PRESS YOUR LUCK	10:30	30	M-F	C	4,860	5.8	23	158	80
ABC WEEKEND REPORT-SUN.	11:00	15	SUN.	A	2,850	3.4	7	169	90	PRICE IS RIGHT 1	11:00	30	M-F	C	6,540	7.8	30	204	99
CBS NEWS NIGHTWATCH-1	2:00	30	M-THSUC		1,010	1.2	14	67	63	PRICE IS RIGHT 2	11:30	30	M-F	C	8,720	10.4	40	204	99
CBS NEWS NIGHTWATCH-2	2:30	210	M-THSUC		840	1.0	21	103	87	RYAN'S HOPE	12:30	30	M-F	A	3,520	4.2	15	176	93
CBS SUNDAY NEWS-OSGOOD	11:00	15	SUN.	C	4,190	5.0	11	132	70	SALE OF THE CENTURY	10:30	30	M-F	N	4,360	5.2	20	156	84
DAVID LETTERMAN I	12:30	30	M-TH	N	2,850	3.4	17	184	96	SEARCH FOR TOMORROW	12:30	30	M-F	N	2,930	3.5	12	158	79
DAVID LETTERMAN II	1:00	30	M-TH	N	2,260	2.7	18	184	96	TODAY SHOW-7.30AM	7:30	30	M-F	N	2,850	3.4	20	203	99
EYE ON HOLLYWOOD	VAR	VAR	MWTH	A	1,170	1.4	6	117	67	TODAY SHOW-8.30AM	8:30	30	M-F	N	3,100	3.7	17	203	99
FRIDAY NIGHT VIDEOS	12:30	90	FRI.	N	3,100	3.7	19	198	98	\$25,000 PYRAMID	10:00	30	M-F	C	4,190	5.0	20	166	86
LATE MOVIE I	11:30	VAR	M-F	C	4,610	5.5	18	177	90	U.S. OPEN GOLF-MON.(S)	4:00	90	MON.	A	4,940	5.9	17	199	99
LATE MOVIE II	VAR	VAR	M-F	C	2,930	3.5	20	177	90	WHEEL OF FORTUNE	11:00	30	M-F	N	6,450	7.7	30	207	99
NBC LATE NIGHT MOVIE	11:30	87	SUN.	N	1,930	2.3	9	74	45	YOUNG AND THE RESTLESS	12:30	60	M-F	C	7,880	9.4	33	205	99
SATURDAY NIGHT	11:30	80	SAT.	N	5,360	6.4	20	201	99	NUMBER OF PROGRAMS	41								
TONIGHT SHOW	11:30	60	M-F	N	6,030	7.2	22	205	99										
NUMBER OF PROGRAMS	18																		
WEEKDAY DAYTIME																			
ABC DAYTIME NEWSBRIEF-M-F	2:57	02	M-F	A	6,120	7.3	25	201	99	ABC WEEKEND SPECIALS	12:00	30	SAT.	A	2,770	3.3	12	182	92
ABC WORLD NEWS-MORN-615A	6:15	15	M-F	A	750	.9	13	97	71	ABC WIDE WORLD-SPORTS SAT	5:00	92	SAT.	A	5,870	7.0	20	202	99
ABC WORLD NEWS-MORN-645A	6:45	15	M-F	A	1,510	1.8	17	154	87	ALVIN AND THE CHIPMUNKS	10:30	30	SAT.	N	5,700	6.8	29	203	97
ALL MY CHILDREN	1:00	60	M-F	A	6,790	8.1	25	206	99	AMERICAN BANDSTAND	12:30	60	SAT.	A	2,770	3.3	12	166	83
ANOTHER WORLD	2:00	60	M-F	N	4,860	5.8	20	204	99	AMERICAN SPORTSMAN	2:00	30	SUN.	A	2,100	2.5	8	161	82
AS THE WORLD TURNS	1:30	60	M-F	C	6,870	8.2	26	204	99	ATLANTA GOLF CLASSIC-SAT.(S)	4:30	89	SAT.	C	3,350	4.0	12	191	97
BODY LANGUAGE	4:00	30	M-F	C	2,600	3.1	10	108	58	ATLANTA GOLF CLASSIC-SUN.(S)	3:54	131	SUN.	C	4,440	5.3	15	202	99
CAPITOL	2:30	30	M-F	C	5,870	7.0	24	196	96	BENJI,ZAX & THE-PRINCE	12:30	30	SAT.	C	3,690	4.4	16	180	88
CBS EARLY MORNING NEWS	6:30	30	M-F	C	1,010	1.2	16	131	87	BEST OF SCOOPY DOO	11:30	30	SAT.	A	3,440	4.1	16	193	97
CBS MORNING NEWS 1	7:30	30	M-F	C	2,350	2.8	17	197	99	BISKITTS	12:00	30	SAT.	C	3,180	3.8	14	176	87
CBS MORNING NEWS 2	8:30	30	M-F	C	2,430	2.9	13	198	99	BUGS BUNNY/ROAD RUNNER 1	10:30	30	SAT.	C	3,270	3.9	17	200	97
DAYS OF OUR LIVES	1:00	60	M-F	N	6,620	7.9	25	208	99	BUGS BUNNY/ROAD RUNNER 2	11:00	30	SAT.	C	4,020	4.8	19	196	95
DREAM HOUSE	11:30	30	M-F	N	4,110	4.9	19	181	90	BUGS BUNNY/ROAD RUNNER 3	11:30	30	SAT.	C	4,360	5.2	20	188	93
EDGE OF NIGHT	4:00	30	TU-F	A	2,430	2.9	10	122	69	CAPTAIN KANGAROO-SAT	7:00	60	SAT.	C	920	1.1	16	129	84
FACTS OF LIFE M-F	10:00	30	M-F	N	4,690	5.6	23	148	88	CBS CHILDREN'S FILM FEST.	1:30	30	SAT.	C	2,260	2.7	10	146	78
FAMILY FEUD	12:00	30	M-F	A	3,350	4.0	15	171	88	CHARLIE BROWN&SNOOPY SHOW	8:00	30	SAT.	C	2,010	2.4	22	188	94
GENERAL HOSPITAL	3:00	60	M-F	A	7,290	8.7	27	205	99	DETROIT GRAND PRIX(S)	1:00	174	SUN.	C	3,600	4.3	14	197	99
GOOD MORNING, AMERICA-730	7:30	30	M-F	A	3,270	3.9	23	203	99	DUNGEONS AND DRAGONS	9:30	30	SAT.	C	4,020	4.8	24	201	98
GOOD MORNING, AMERICA-830	8:30	30	M-F	A	3,940	4.7	22	201	99	FACE THE NATION	10:30	30	SUN.	C	2,100	2.5	11	156	92
GUIDING LIGHT	3:00	60	M-F	C	6,790	8.1	25	205	99	FLINTSTONE FUNNIES	8:00	30	SAT.	N	1,930	2.3	21	191	95
HOT POTATO	12:00	30	M-F	N	2,680	3.2	12	146	71	IN THE NEWS- 8.26AM	8:26	03	SAT.	C	2,510	3.0	22	188	94
LOVE REPORT-M-F	11:00	30	M-F	A	2,930	3.5	14	172	88	IN THE NEWS- 9.56AM	9:56	03	SAT.	C	3,520	4.2	21	200	98
LOVING	11:30	30	M-F	A	3,100	3.7	14	196	96	IN THE NEWS-10.26AM	10:26	03	SAT.	C	2,930	3.5	16	194	96
MATCH GM/HOLLYWOOD SQS HR	3:00	60	M-F	N	3,350	4.0	13	153	76	IN THE NEWS-11.56AM	11:56	03	SAT.	C	4,110	4.9	18	188	93
NBC NEWS AT SUNRISE	6:30	30	M-F	N	1,090	1.3	13	168	90	IN THE NEWS-12.26PM	12:26	03	SAT.	C	3,180	3.8	14	176	87

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

JUNE 18-24, 1984 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
WEEKEND DAYTIME (CONT)									
IN THE NEWS-12.56PM	12:56	03 SAT.	C		3,180	3.8	14	180	88
IN THE NEWS- 1.26PM	1:26	03 SAT.	C		2,850	3.4	13	169	88
LITTLES	10:30	30 SAT.	A		3,690	4.4	19	195	96
MEET THE PRESS	12:30	30 SUN.	N		2,180	2.6	10	183	96
MENUDO-10:25AM	10:25	04 SAT.	A		3,600	4.3	20	198	99
MENUDO-11:55AM	11:55	04 SAT.	A		3,350	4.0	15	193	97
MR. T	11:00	30 SAT.	N		4,780	5.7	23	201	97
MONCHHICHIS	8:00	30 SAT.	A		1,510	1.8	16	189	95
NBC MAJOR LEAGUE PRE GAME	1:30	14 SAT.	N		3,770	4.5	18	208	99
NBC MAJOR LEAGUE BASEBALL	1:44	214 SAT.	N		7,120	8.5	28	209	99
NEW FAT ALBERT SHOW	1:00	30 SAT.	C		3,100	3.7	14	169	88
NEW SCOOBY & SCRAPPY DOO	9:00	30 SAT.	A		3,020	3.6	21	195	99
ONE TO GROW ON-8:28AM	8:28	02 SAT.	N		2,600	3.1	25	191	95
ONE TO GROW ON-8:58AM	8:58	02 SAT.	N		3,100	3.7	24	199	97
ONE TO GROW ON-10:28AM	10:28	02 SAT.	N		5,610	6.7	30	209	99
ONE TO GROW ON-10:58AM	10:58	02 SAT.	N		5,530	6.6	28	203	98
ONE TO GROW ON-12:28PM	12:28	02 SAT.	N		3,770	4.5	16	151	72
PAC-MAN	9:30	30 SAT.	A		3,020	3.6	18	199	99
PRO BOWLERS SPRING TOUR	2:30	94 SAT.	A		2,930	3.5	12	176	90
PUPPY-FURTHER ADVENTURES	11:00	30 SAT.	A		3,350	4.0	16	196	96
RASCALS/RICHIE RICH	8:30	30 SAT.	A		2,180	2.6	18	192	98
RUBIK, THE AMAZING CUBE	10:00	30 SAT.	A		3,440	4.1	19	198	99
SATURDAY SUPERCAR	8:30	60 SAT.	C		2,850	3.4	21	196	95
SCHOOLHOUSE ROCK-8:25AM	8:25	04 SAT.	A		1,680	2.0	16	189	95
SHIRT TALES	8:30	30 SAT.	N		3,020	3.6	24	199	97
SMURFS I	9:00	30 SAT.	N		3,940	4.7	27	209	99
SMURFS II	9:30	30 SAT.	N		4,610	5.5	28	209	99
SMURFS III	10:00	30 SAT.	N		5,280	6.3	29	209	99
SPIDERMAN/HULK 1	11:30	30 SAT.	N		3,690	4.4	17	152	78
SPIDERMAN/HULK 2	12:00	30 SAT.	N		3,940	4.7	17	151	72
SPORTSWORLD-SAT(S)	4:58	62 SAT.	N		3,690	4.4	13	183	91
SUNDAY MORNING	9:00	90 SUN.	C		3,100	3.7	19	173	95
TARZAN LORD OF-JUNGLE	10:00	30 SAT.	C		3,350	4.0	19	194	96
THIS WEEK-DAVID BRINKLEY	11:30	60 SUN.	A		2,510	3.0	11	171	94
THUNDARR	12:30	30 SAT.	N		2,510	3.0	11	122	71
U.S. OLYMPIC TRIALS-SAT(S)	4:04	56 SAT.	A		3,850	4.6	14	200	99
USFL FOOTBALL	2:30	203 SUN.	A		3,100	3.7	11	189	95
WOMEN OF WIMBLEDON(S)	3:30	60 SUN.	N		2,430	2.9	9	177	91
NUMBER OF PROGRAMS 63									

Δ Partial time interruption within program.

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(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

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